

**Monthly Account  
Performance Report  
1 Dec 2020 — 31 Dec 2020**

Healthy Solutions

115-816-0781

# Key Performance Indicators (KPIs)

Cost

\$5,935

↓ 1%

Conv

12

↓ 52%

Conv Rate

1.42%

↓ 49%

Cost / Conv

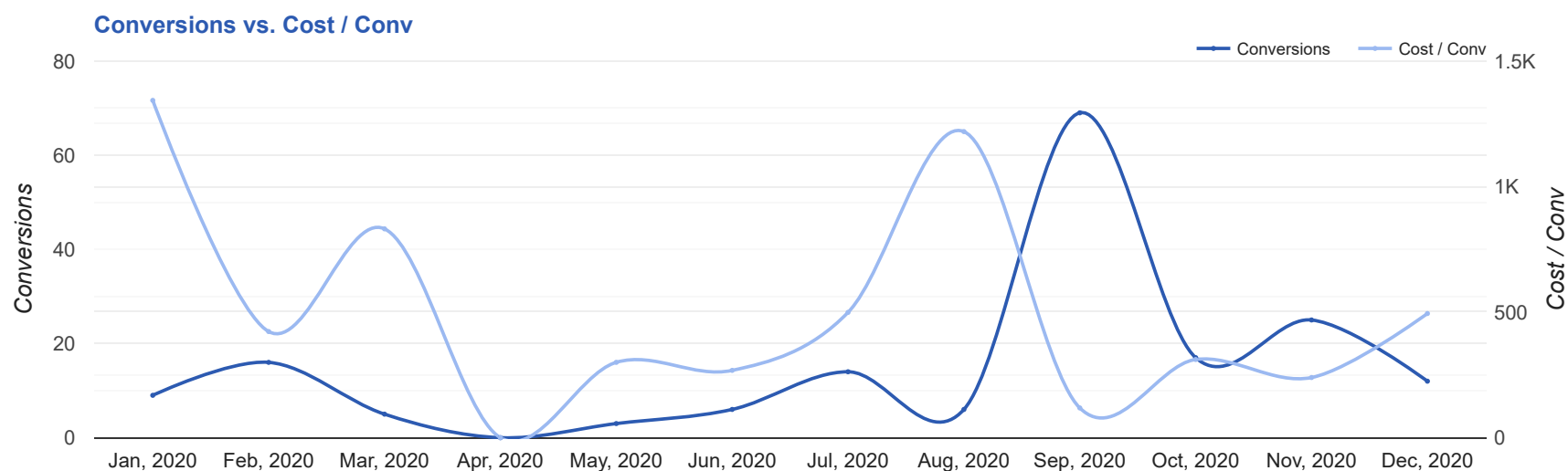
\$494.55

↑ 106%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Nov 2020 — 30 Nov 2020</b>	20,352	894	\$5,988.70	\$6.70	4.39%	-	25	2.8%	\$239.55	33.18%
<b>1 Dec 2020 — 31 Dec 2020</b>	18,474	845	\$5,934.59	\$7.02	4.57%	-	12	1.42%	\$494.55	34.34%
<b>Change</b>	1,878 ↓ 9%	49 ↓ 5%	\$54.11 ↓ 1%	\$0.32 ↑ 5%	0.18% ↑ 4%	--	13 ↓ 52%	1.38% ↓ 49%	\$255.00 ↑ 106%	1.16% ↑ 3%

# Performance by Month - 1 Jan 2020 — 31 Dec 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Jan '20	284,754	1,421	\$12,089.99	\$8.51	0.5%	-	9	0.18%	\$1,343.33	91.7%
Feb '20	6,415	339	\$6,763.41	\$19.95	5.28%	-	16	4.72%	\$422.71	83.34%
Mar '20	3,271	159	\$4,158.30	\$26.15	4.86%	-	5	3.14%	\$831.66	92.13%
Apr '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
May '20	1,502	58	\$900.33	\$15.52	3.86%	-	3	5.17%	\$300.11	82.5%
Jun '20	2,492	103	\$1,608.26	\$15.61	4.13%	-	6	5.83%	\$268.04	83.91%
Jul '20	8,166	406	\$6,986.24	\$17.21	4.97%	-	14	3.45%	\$499.02	83.59%
Aug '20	1,063,899	6,820	\$7,313.85	\$1.07	0.64%	-	6	0.09%	\$1,218.98	77.5%
Sep '20	969,987	4,675	\$8,179.21	\$1.75	0.48%	-	69	1.48%	\$118.54	41.78%
Oct '20	17,943	865	\$5,293.92	\$6.12	4.82%	-	17	1.97%	\$311.41	41.34%
Nov '20	20,352	894	\$5,988.70	\$6.70	4.39%	-	25	2.8%	\$239.55	33.18%
Dec '20	18,474	845	\$5,934.59	\$7.02	4.57%	-	12	1.42%	\$494.55	34.34%
<b>Total</b>	<b>2,397,255</b>	<b>16,585</b>	<b>\$65,216.80</b>	<b>\$3.93</b>	<b>0.69%</b>	<b>-</b>	<b>182</b>	<b>0.9%</b>	<b>\$358.33</b>	<b>57.22%</b>

# Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   botox	4,704	169	\$999.93	\$5.92	3.59%	-	6	3.55%	\$166.66	38.05%
search   beta   coolsculpting   exp reach	5,733	173	\$1,199.99	\$6.94	3.02%	-	3	1.73%	\$400.00	26.47%
search   beta   coolsculpting	2,637	163	\$2,741.83	\$16.82	6.18%	-	2	1.23%	\$1,370.92	69.15%
search   beta   dermal fillers	5,400	340	\$992.84	\$2.92	6.3%	-	1	0.29%	\$992.84	35.07%

# Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

## Top Text Ads

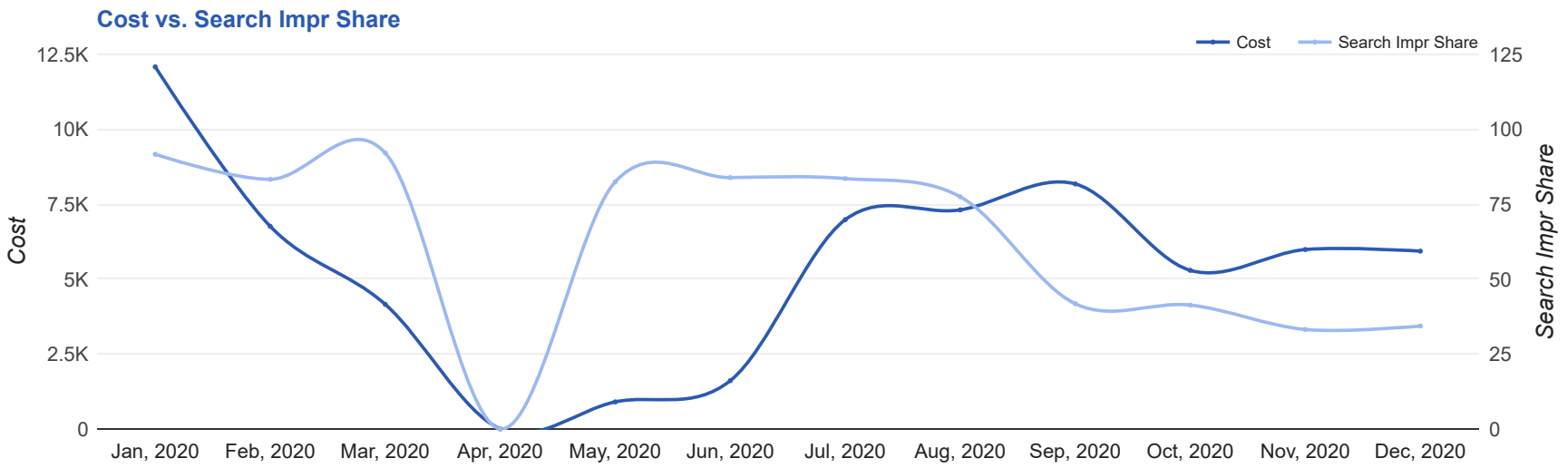
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Top Botox Provider in PA} - Look Younger & More Energized - #1 Anti-Aging Treatment <a href="http://www.healthysolutionsdr.com/">www.healthysolutionsdr.com/</a> --/ -- Botox reduces fine lines and wrinkles. Look younger and more energized. Schedule consult.	4,046	135	\$841.49	\$6.23	3.34%	-	5	3.70%	\$168.30
CoolSculpting® in Bucks County - Limited Time Offer   Dec 2020 - Hurry Offer Ends In {=COUNTDOWN("2020/12/31 00:00:00","en-US",31)} <a href="http://www.healthysolutionsdr.com/">www.healthysolutionsdr.com/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	79	4	\$55.83	\$13.96	5.06%	-	1	25.00%	\$55.83
CoolSculpting in Bucks County - Fat Reduction Treatment - Flexible Payment Options <a href="http://www.healthysolutionsdr.com/">www.healthysolutionsdr.com/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	523	10	\$92.98	\$9.30	1.91%	-	1	10.00%	\$92.98
Fat Reduction in Bucks County - Eliminate Fat & Feel Great - Freeze Away Body Fat <a href="http://www.healthysolutionsdr.com/">www.healthysolutionsdr.com/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	88	4	\$27.12	\$6.78	4.55%	-	1	25.00%	\$27.12
[Dynamic Headline] [Dynamic Display URL] Botox Reduces Fine Lines and Wrinkles. Look Younger and More Energized. Schedule A Consult	48	4	\$51.46	\$12.87	8.33%	-	1	25.00%	\$51.46

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Dec 2020 — 31 Dec 2020

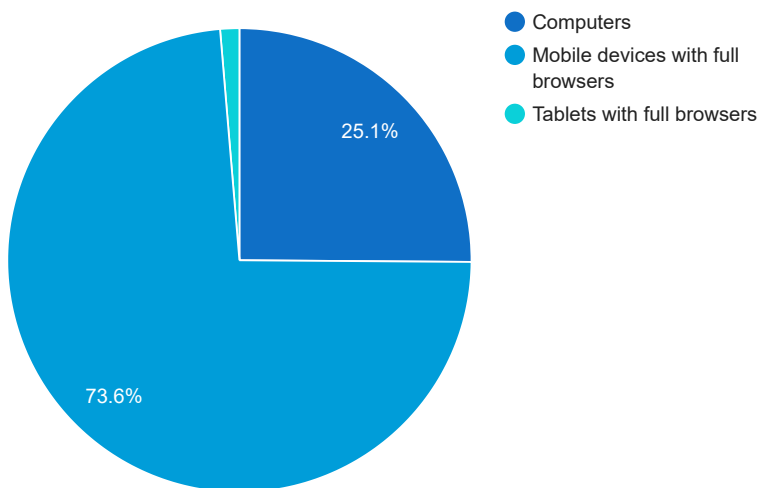
## Budget Coverage



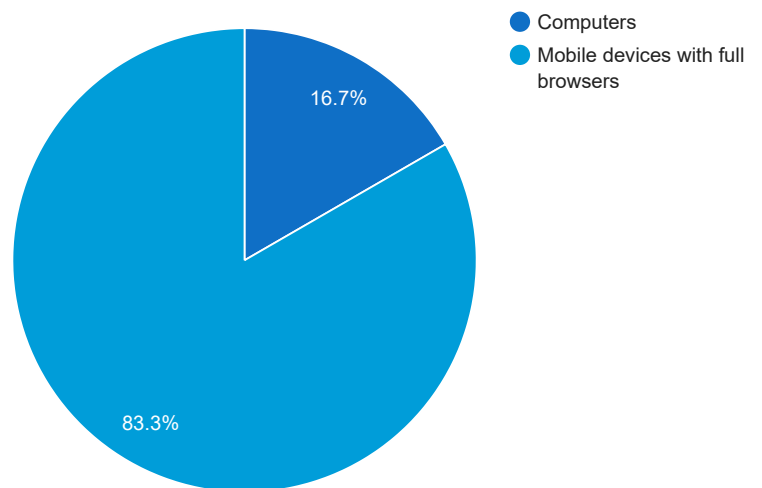
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	12,089.99	91.70
Feb, 2020	6,763.41	83.34
Mar, 2020	4,158.30	92.13
Apr, 2020	0	0
May, 2020	900.33	82.50
Jun, 2020	1,608.26	83.91
Jul, 2020	6,986.24	83.59
Aug, 2020	7,313.85	77.50
Sep, 2020	8,179.21	41.78
Oct, 2020	5,293.92	41.34
Nov, 2020	5,988.70	33.18
Dec, 2020	5,934.59	34.34

## Cost and Conversions by Device

### Cost



### Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	13,230	658	\$4,365.11	\$6.63	4.97%	-	10	1.52%	\$436.51
Computers	4,760	161	\$1,490.41	\$9.26	3.38%	-	2	1.24%	\$745.21
Tablets with full browsers	484	26	\$79.07	\$3.04	5.37%	-	0	0%	\$0.00

### Cost and Conversions by Network (Search vs. Display)

#### Cost



#### Conversions



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Google search	18,474	845	\$5,934.59	\$7.02	4.57%	-	12	1.42%	\$494.55

# Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Submit lead form	7
Calls from ads	4
Call From Ads (New)	1
Local actions - Directions	0
Botox Landing Page Schedule Appointment 9 7 19	0
Clicks to call	0
Coolsculpting Landing Page Form Submission 9 7 2019	0
Contact Us Medspa Submission Form 9 7 19	0

## Glossary

- Impressions (Impr) - Number of times your ad was displayed
- Display Impression Share - Refers to the percentage of times your ad was shown in a display placement when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Search Impression Share - Refers to the percentage of times your ad was shown in search results when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Clicks - Number of clicks that resulted from an ad
- Avg. CPC - Cost per click
- CTR - Clickthrough Rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions)
- Cost - Media spend accrued
- Avg Pos - Refers to the position of a search results pages where your ad appears for each of your ads
- Conversions - A conversion occurs when a user completes a pre-defined action on your site, such as buying something or requesting more information
- CPA - Cost-per-acquisition (CPA) is the cost of your advertising divided by the number of conversions you receive
- CR - Conversion rate
- Quality Score - is a metric used by Google to determine how relevant they believe your advertising to be based on the keywords your ad is appearing for